



# NEWS RELEASE

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Release Date: **November 25, 2003**      Contact: **Jan Wipijewski-414/297-1096**  
Release Number: **04-02**

### *A Brewmaster's Success Story*

**Glendale:** – During Randal Sprecher's military service days in Augsburg, Germany in the late 60's, he acquired a taste for the traditional style of European brews and the dream to make quality European beer was born. The dream became a reality when **Sprecher Brewing Company** was founded in 1985.

Randy has worn many hats before becoming "brewmaster" and owner of Sprecher Brewing. He was a claims representative for the Social Security Administration, built custom homes, participated in several ocean cruises doing oceanographic research and a unique variety of short term efforts with natural health care and analytical chemistry.

After being laid off from Pabst Brewery in 1984, Randy decided now was the time to begin the implementation of his dream to build the first new brewery licensed in Wisconsin since Prohibition. But, capital costs for a modern brewery startup and building a new brewery in Mill Brewing's back yard is a tough way to start. Thanks to Randy's entrepreneurial nature, he gained the confidence to get the job done. Constructing brewing equipment, brewing and delivering beer was totally consuming for the first few years of Sprecher Brewing's growth with Randy putting in 12 and 16 hours a day as the norm.

Having a natural talent for purchasing used or "pre-owned equipment" and reconfiguring it to fit brewing needs, allowed Randy to be very resourceful in the early days of building the brewery. Lager tanks in the aging cellar were originally dairy tanks until they were modified for beer production. Randy also made the initial gas-fired brewhouse equipment from dairy sources.

Currently, Sprecher Brewing Co. is a successful business enterprise producing 14 traditional craft beers and seven gourmet sodas. Sprecher products are sold in 20 states as well as Wisconsin and has 67 distributors. The microbrewery location in Glendale is used for public tours and special events and, this year, expects to accommodate 20,000 people.

"Combined with a strong work ethic, a good dose of luck, and with the help and guidance of SBA and other institutions, my dream to produce a quality beer became a reality," says Randy. "Thank you SBA for being there."

Randy is the embodiment of what the word entrepreneur means. He continues to talk-the-talk and walk-the-walk of the entrepreneur that keeps Sprecher Brewing growing and expanding.

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